Board of Directors
Paul Murray - Bell Aliant - Chair
Michelle Burge - MRSB Chartered Accountants - Treasurer
Ernie Doiron - UPEI School of Business
Nancy Quinn - City of Summerside
Tyler Kenny - RBC Royal Bank
Joel Dennis - Lambe Financial
Lisa Gallant - Checkone 2 Enterprises Inc.
Todd Gallant - Holland College
Brent Byrnes - Innovation PEI
Derek McEwen - Department of Education
Hal Brothers - James C. Johnson Assoc. Inc.

Honorary Lifetime Members
Weston MacAleer - Wesmac Agencies
Nelson Hagerman - MRSB Chartered Accountants
Gary Thompson
Dr. Brian McMillian - Holland College

JA PEI Business Hall of Fame Board of Governors
James Gormley Q.C. – Stewart McKelvey - Chair
Board of Governors
Bernie Kenna – RBC Royal Bank—Vice Chair
Board of Governors
Bruce Howatt - Bell Aliant
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Ed Babineau – Babineau Holdings Ltd.
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David Carmody – Richardson GMP Ltd.
Charlie Cooke – The Insurance Company of PEI
Michael Cronkhite – TD Bank
Earl Davison – Rainbow Valley Ltd.
Dr. Regis Duffy – Parleen Holdings
David Dunphy – Eastlink
Jennifer Evans – Ocean 100, Hot 105.5
Philip Floyd – Bank of Montreal
Rory Francis - PEI BioAlliance
Doug Bridges – Provincial Credit Union
Wayne Gray – The Gray Group
Alfred V. Groom – Quality Inn Garden of the Gulf
Wayne Hambly – Hambly’s BrandSource Home Furnishings
Jamie Hill – Iwave Information Systems
Mary Jean Irving – Indian River Farms & Master Packaging
Reg Trainor – M&M Resources
Alan Long - Atlantic Cat
Dan Jenkins – Jenkins Transfer
John MacLeod– Vogue Optical
Edward Lawlor – Lawlor Holdings
The Honourable H. Frank Lewis – Lieutenant Governor of Prince Edward Island
Blair MacLauchlan – Island Coastal Services
Shawn McCarvill – Slemon Park Corporation
Floyd Jackson – CIBC
David McKenna – McKennco Inc.
Dr. Brian McMillian – Holland College
Ray Murphy – Murphy’s Pharmacies
Peter Murray – Grant Thornton
Fred O’Brien – Maritime Electric
Walter Riehl
Jeff Young – Rodd Hotels and Resorts
Harry Snow – Walmer Inc.
Dr. Juergen Krause - UPEI
Jeff Poirier - Vector Aerospace
Cheryl Paynter - Innovation PEI
Bill Andrew - Meridian Farms
Sean Yeomans - Telos
Don MacDougall - Rambri Management
Don Brander - The Guardian
Peter Toombs – Diversified Metal Engineering
Zubair Siddiqi – Delta Prince Edward
Jamie Cudmore - Scotiabank
John Ives - Century 21 Colonial Realty Inc.
Mary MacInnis – RBC
Mission Statement:

To inspire and educate young Canadians to experience free enterprise, understand business and economics and develop entrepreneurial and leadership skills.

Vision:

We will be recognized as vital to the success of our youth in reaching their potential through partnership with business and educators in the delivery of relevant business learning experiences by inspired volunteers.

Junior Achievement of PEI is inspiring, preparing and empowering today’s Island youth to succeed in an ever-changing global economy. The experience that our students are receiving is invaluable not only to them but to the Island’s economic growth. JA continues to be a successful link between education and the business world, giving youth the confidence and knowledge they need to define personal success, enhance their workforce readiness and pursue their dreams. JA produces graduates who are more likely to become entrepreneurs, create jobs and power our economy. The new enterprises and new jobs created by these graduates will drive the economic engine that will create increased prosperity moving forward.

Thank you to our donors for the generous financial support that we’ve received over the past year. With a record number of classes reached, volunteers engaged, and contributions raised this year, your support has impacted more programs than ever. We reached both rural and urban communities, and facilitated programs in both French and English. Together, we have provided financial literacy, entrepreneurship and work readiness skills to approximately 4,300 students across our Island. There is nothing we want more than to give these students more opportunities and thanks to your support we reach more classrooms each year. We value your partnership and look forward to growing our relationship.

Thank you also to our dedicated volunteers for providing our Achievers with your time, your ideas, your enthusiasm and the classroom conversations about your experiences. Your commitment, talent and enthusiasm for the business world and our Island students helped us reach 232 classrooms in 2013-2014. Our success could not be possible without you.

Thank you to our directors, partners and mentors for your generosity. You have helped us achieve our goals and again we appreciate your support.

This annual report is respectfully submitted on behalf of the Board of Directors whose support and guidance throughout the year was instrumental in Junior Achievement’s success.

Paul Murray
Chair of JA Board of Directors

Betty Ferguson
President & CEO
JA in Our Schools

Maintaining strong partnerships with the schools in our Province is imperative to the continued growth of JA programs. A very special thank you to the English Language School Board, French Language School Board, The PEI Teachers' Federation, and the Department of Education and Early Childhood Development for their ongoing support. In addition, we would like to thank the schools and Alternative Education sites listed below for participating in our programs this year.

Schools and Locations

Amherst Cove Consolidated
Athena Consolidated
Belfast Consolidated
Birchwood Intermediate
Bloomfield Elementary
Bluefield Senior High
Charlottetown Rural Senior High
Colonel Gray Senior High
Donagh Regional
East Wilshire Intermediate
Ecole Evangeline
Eliot River Elementary
Elm Street Elementary
Englewood School
Georgetown Elementary
Grace Christian School
Greenfield Elementary
Gulf Shore Consolidated
L.M. Montgomery Elementary
Kinkora Regional High School
Miscouche Consolidated
Montague Consolidated
Montague Intermediate
Montague Regional Senior High
Morell Consolidated
Morell Regional Senior High
Mount Stewart Consolidated
Parkdale Elementary
Prince Street Elementary
Queen Charlotte Intermediate
Queen Elizabeth Elementary
Sherwood Elementary
Somerset Elementary
Souris Consolidated
Spring Park Elementary
St. Jean Elementary
St. Louis Elementary
Stratford Elementary
Stonepark Intermediate
Summerside Intermediate
Three Oaks Senior High
Vernon River Consolidated
West Kent Elementary
West Royalty Elementary
Westisle Senior High school

Alternative Sites:
Provincial Adolescent Centre
Charlottetown Alternative Education
Andrews Hockey Growth Programs
## Our Programs

<table>
<thead>
<tr>
<th></th>
<th><strong>2013-2014 Projected:</strong></th>
<th><strong>2013-2014 Final Class Totals:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In School Classes</strong></td>
<td>215 Classes 4,182 Students</td>
<td>205 Classes 4,091 Students</td>
</tr>
<tr>
<td><strong>Company Program</strong></td>
<td>17 Companies 173 Students</td>
<td>27 Companies 192 Students</td>
</tr>
<tr>
<td><strong>Total Student Reach</strong></td>
<td>232 Programs 4,355 Students</td>
<td>232 Programs 4,283 Students</td>
</tr>
</tbody>
</table>

### Our Community – Needs, Jobs, Tools - Grade 3

Our Community – Needs, Jobs, Tools provides students with perspective on the importance and impact of business in shaping our lives. Students actively define the cornerstones of a strong society and learn about their role in its growth and prosperity. Our Community – Needs, Jobs, Tools demonstrates the value of skills, money, and resources by exploring various family and economic situations. Students are given a first-hand look at how they can become better prepared for business and make a positive impact in their community.

### Our Country – Technology & Innovation - Grade 4

Our Country - Technology and Innovation engages elementary school students in activities to define new ideas for business and society by learning about our technological past and present. Enter the next generation of creativity and invention. Our Country - Technology & Innovation takes students on an exploration of our major business sectors and the contributions of Canadian inventors.

### Our Business World - Grade 5

Our Business World program gives students experience making big decisions in different areas of a small manufacturing operation. Students explore the many aspects of business, hands-on. Our Business World allows students to experiment with real world business challenges; students discover the value of working smart and the career opportunities awaiting educated employees.

### Economics for Success - Grade 8

The Economics for Success program encourages students to reflect on the advantages of remaining in school to acquire the knowledge, attitudes and skills needed for long-term career success. Many exciting options are made available for students who graduate high school. Economics for Success helps students explore and manage their job and career choices by focusing on the direct links between further education and personal goals.

### Dream Big - Grades 9-12

Dream Big participants are encouraged to explore their personal potential through discussions and interactive exercises. They set the stage for success by becoming directors of their own personal performance. Students engage their talents and desires to overcome resistance, break through barriers and access the resources needed to make dreams come true.

### Company Program – A Student Venture - Grades 9-12

Hand over the keys to success. A prosperous community and strong economy is in the hands of our future entrepreneurs and leaders of well-managed companies. Company Program - A Student Venture inspires students to understand the role of business in our society by creating an enterprise of their own. By collaborating with volunteer advisors to design, organize and operate a real business over an 18-week extra-curricular business cycle or a 10-week in-class project, students experience how a small enterprise functions. These new entrepreneurs work within the structure of our Canadian economic system and realize the benefits it provides.

### Titan - Grades 10-12

As a realistic online simulation, JA Titan challenges students to navigate the dynamic changes of our technology-driven global marketplace. The new online version now allows for advanced levels of play, hiring of new staff, and sub-decisions for Marketing and R&D. Students plan and execute each aspect of a virtual company’s strategy as they compete online in the highly competitive industry of the fictional Holo-Generator TM.
"Without the support and encouragement of Junior Achievement from an early age, I would not have been ready to start a business at such a young age. I received all my prior jobs to my business through connections made in the program."

- Alex Davidson

Junior Achievement of PEI would like to extend a huge thank you to all of the companies and individuals who were generous enough to contribute their valuable time, expertise and enthusiasm to the Island students that participated in Junior Achievement programs this year. Without your help, we would not have been able to deliver 232 programs to nearly 4,300 students across PEI in the 2013/2014 school year. Thanks to the dedication of our many energetic volunteers, Junior Achievement of Prince Edward Island has been successful in continuing to grow its reach every year.

Each year, Junior Achievement of PEI recognizes the efforts put forth by our volunteers by selecting the volunteer that has gone above and beyond to make a significant contribution to our organization and the future of young people. For the 2013/2014 school year, we are thrilled to announce that the recipient of this award is Alex Davidson.

Alex is a born entrepreneur! He started his involvement with Junior Achievement as a student in grade 9 at Stonepark Intermediate and was one of the most dedicated students that JA PEI has ever had. Alex contributed to the program by not only participating in the Company Program-A Student Venture but also by attending both regional and national conferences and even earned the title of Achiever of the Year in 2009. Alex continued his involvement with JA after graduation by being an active volunteer with both the Company Program-A Student Venture and the Our Business World program.

Upon graduation from Charlottetown Rural in 2010, Alex continued to pursue his love of business by entering the Business Administration program at the University of Prince Edward Island. In his first year of studies he opened Odd Jobbers PEI. His business achieved great success in its first year and Alex hopes to keep this momentum up and expand his business to other communities and provinces in the near future. Alex credits the support and encouragement he received as part of the Junior Achievement program for being ready to start a business at such a young age.

Congratulations Alex! Your dedication and enthusiasm are sincerely appreciated by JA and our Island Youth!
2013-2014 Program Volunteers

Thanks to the dedication of our many energetic volunteers, Junior Achievement of Prince Edward Island has been successful in continuing to grow its reach to more students every year. We applaud your dedication and we thank you for your commitment.

Adrian Murray - Results Marketing & Advertising
Alex Davidson - Odd Jobbers PEI
Alfreda Farish – Bell Aliant
Amandah Turner - Invesco
Ashley Kenny
Bill Martin - Water Street Bakery
Bogdan Belomestnykh - UPEI Student
Brad MacKenzie - Andrews Hockey
Brandon Higginbotham - UPEI
Brent Byrnes - Innovation PEI
Calvin Bain
Connor MacPhee - UPEI (ENACTUS)
Craig Foster - Scotiabank
Danny Carmody
David Dunphy - Eastlink/Town of Stratford
Don Reid – Mulberry Motel
Emma Lund - UPEI
Erin Carver
Garnet Gibson – Credit Union Central of PEI
Jackie Skinner - Target Tours
Jamie Cudmore - Scotiabank
Jeannine Arsenault - Economic and Development and Employability Network or RDEE
Jennifer Rush - Scotiabank
Jennifer Watson – UPEI
Joelle MacPhee - Ooka Island Inc.
Josh Egan-Carr, Stevenson, McKay
Julie Lannan – UPEI
Karen Duffy - Central Business Development
Kathleen VanEkris - Discovery Garden
Kimberly Norgaard-Bradley, Shea, Handerhan Chartered Accountants
Lauren Keefe-Carr, Stevenson, McKay
Louise Jendrick
Lynda Hebert - Invesco
Mark Rojas – UPEI
Melissa McLaren - Innovation PEI
Michael Warren - Scotiabank
Michelle MacNeil - Holland College Student
Mike Ross - The PEI Brewing Co.
Natalie Rayner - Sunlife Financial
Rhyanne Beatty - UPEI Student
Richard Russell - Independent Financial Planner
Rob Landry – Insurance Company of PEI
Ronnie MacPhee - UPEI
Stephane Blanchard - Economic and Development and Employability Network or RDEE
Tammy Bernard - Invesco
Tara Snively - Cooperators Insurance
Virginia Harris
Wade Czank - KC Collect
Wendy Foster - Fresh Start
Wendy MacDonald - Invesco
Junior Achievement has been impacting our Island youth since 1985. The seven programs offered by Junior Achievement of Prince Edward Island in 2013-2014 helped approximately 4,300 students in 232 classrooms develop a positive attitude about business and economics, strengthen their interpersonal and leadership skills and apply their talents in a risk-free, yet true to life, business environment.

We thank our sponsors and partners who make program delivery possible.

$10,000 +
Atlantic Canada Opportunities Agency
Holland College
Innovation PEI

$5,000 - $9,999
Bell Aliant Credit Unions of PEI McDonald’s Restaurants PEI Department of Education and Early Childhood Learning Rambri Management Inc. Regis & Joan Duffy The Master Foundation Vector Aerospace

$2,500 - $4,999

$1,000 - $2,499
ADL Bank of Montreal Cavendish Farms Consolidated Credit Union Fiera Quantum Foulkes Production Green Road Properties Ltd. PEI Mutual Insurance Company Scotiabank Siemon Park Corporation The McCain Foundation Walter Riehl

$100 - $999
Grace Christian School Kiwanis Club of Charlottetown Montague Lions Club Rotary Club of Charlottetown Summerside Y Service Club

Gifts in Kind
Andrews Hockey Growth Programs Big Red Music Festival Charlottetown Airport Authority Confederation Bridge Confederation Centre of the Arts Henry Purdy Island Storm MacQuarrie’s Meats NFL Ferries Paderno Cookware PEI 2014 Roco Hotels & Resorts Rolo Bay Holdings Susan Christensen The Cape Light Restaurant The Charlottetown Islanders The Cloggeroo Folk Festival The Holman Grand The Inns of Great George The Merchant Man Pub The Province of PEI The Riverhouse Inn The Row Lobster and Co The Travel Store Vanco Farms Ltd.

Major Gifts in Kind
$1,000 +
50/50 Central Bell Aliant Fox Meadow Golf and Country Club Freeman Audio Visual Holland College and the Culinary Institute of Canada Red Shores Racetrack and Casino The Delta Prince Edward Wayne Gray
### Balance Sheet

<table>
<thead>
<tr>
<th>Assets</th>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td>Current Assets</td>
<td>112,104</td>
</tr>
<tr>
<td>Capital Assets</td>
<td>0</td>
</tr>
<tr>
<td>Long Term Investments</td>
<td>245,898</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>358,002</strong></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Current Liabilities</td>
<td>6,736</td>
</tr>
<tr>
<td>Unappropriated Net Assets</td>
<td>351,266</td>
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<tr>
<td><strong>Total Unappropriated Net Assets</strong></td>
<td><strong>358,002</strong></td>
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### Statement of Revenue and Expenses

<table>
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<tr>
<th>Revenue</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>132,757</td>
</tr>
<tr>
<td>Events and Fundraisers</td>
<td>185,621</td>
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<tr>
<td>Program Sponsorship</td>
<td>14,740</td>
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<tr>
<td>Interest and Other</td>
<td>13,528</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>346,646</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Program Management and Delivery</td>
<td>156,390</td>
</tr>
<tr>
<td>Events and Conferences</td>
<td>65,234</td>
</tr>
<tr>
<td>Organization Management and Development</td>
<td>120,241</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>341,865</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Excess (Deficiency) of Revenue and Expenses</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4,781</td>
</tr>
</tbody>
</table>

### Financial Report

As of June 30, 2014

These summarized financial statements include the records of Junior Achievement of Prince Edward Island. The complete audited financial statements reported on by MacPherson Roche Smith and Associates, Chartered Accountants, are available upon request.

### Major Funding Partners

- Atlantic Canada Opportunities Agency
- Agence de promotion économique du Canada atlantique
- Canada
- Holland College
- Innovation PEI
- Prince Edward Island
- The Master Foundation

### Major Program Partners

- McDonald's PEI
- Scotiabank
- Sobey's
- RBC
- Deloitte

### Media Sponsors

- CBC
- The Guardian
- ocean
- HOT 105.7
2014 Business Hall of Fame Inductees
Albert M. Ferris, Heather Moyse (Narrator), Arnold Wightman and Donald S. Allan

Prince Edward Island Business Hall of Fame
Inspiring and Celebrating Excellence

On May 22, 2014, the 17th annual Junior Achievement of PEI Awards Gala and Induction Ceremony took place at the Delta Prince Edward. This year we saw the induction of Island Business Leaders Donald S. Allan, Albert M. Ferris and Arnold Wightman. We were honoured to have Heather Moyse, two time Olympic Champion, as our special guest narrator and Bruce Rainnie from CBC News Compass as host for this prestigious event.

Junior Achievement of Prince Edward Island’s Business Hall of Fame was established in 1998 and modeled after Junior Achievement of Canada’s Business Hall of Fame. The PEI Business Hall of Fame celebrates Prince Edward Island’s top business leaders, both past and present. This event also serves as an anchor fundraiser for JA of PEI, allowing us to deliver our programs to Island youth free of charge. Mark your calendars for the 2015 Business Hall of Fame being held at the Delta Prince Edward on May 28, 2015.

Major Partners

Lead Partners
Cox & Palmer
Eastlink
Grant Thornton
Innovation PEI
Insurance Company of PEI
MacPherson Roach Smith & Associates
Maritime Electric
Montague Rotary
MRSB Chartered Accountants
PEI Bio Alliance
Stewart McKelvey
Telos
The Gray Group
Vogue Optical
W.P. Griffin Inc.

Supporting Partners
ADL
Green Road Properties
Fiera Quantum/ Richardson GMP
Slemon Park

Media Partners
CBC
The Guardian
Ocean 100/ Hot 105.5
JA PEI Students with their Certificates of Achievement!

David McKenna of McDonalds PEI, partnering with Betty Ferguson and Paul Murray of JA PEI and media partners Ocean 100 and Hot 105.5 for JA Day at McDonalds

Betty Ferguson, Paul Murray and the Provincial Credit Union

The Honourable H. Frank Lewis, Lieutenant Governor of PEI with Betty Ferguson and Paul Murray and Kelli Cook—raising the flag at Fanningbank in honor of JA month.

JAPEI students on stage at the Business Hall of Fame Dinner and Induction Ceremonies

CBC’s Boomer Gallant promote Junior Achievement’s Achiever of the Day with JA student Harini B, Emily Pass and JA Board Chairs Paul Murray and Jim Gormley

Kelli Cook of JAPEI and JACAN National Scholarship winner Caleb Young

JAPEI Staff Kathryn Gregory, Betty Ferguson, Elizabeth Noonan, Kelli Cook and Sheri MacInnis

Annual JAPEI Summerside Luncheon JAPEI Board Members and Event Sponsors

Kelli Cook, Betty Ferguson of JA PEI and Jeff Poirier of Vector Aerospace

Achiever of the Year Sam Ferguson